

Alaska Grown Program



The Alaska Grown certification program is designed to increase consumer awareness and consumption of Alaska agricultural products. As part of the food, flower, and fiber marketing system in Alaska, members are encouraged to utilize the Alaska Grown logo in conjunction with sales of farm products grown in Alaska. This logo is widely recognized throughout the state, as it can be frequently seen on clothing and accessories, on packaged goods, and in advertisements. With over 54,000 likes on Facebook, the program has the third largest social media presence of state run agriculture programs in the nation, which provides a great avenue for low-cost marketing and education. The Alaska Grown program is the second longest running state agricultural brand program in the nation. By using the logo, Alaskan consumers can easily identify Alaskan agriculture produce and businesses.

Alaskan mariculture businesses are eligible for program membership. To become a member and utilize the logo, you must fill out an Alaska Grown Membership Application and be approved. Visit www.buyalaskagrown.com/join to join the program. Currently, there is no fee, but that may change in the future.

Agricultural Revolving Loan Fund

The Agricultural Revolving Loan Fund (ARLF) was established in 1953 to promote the development of agriculture as an industry throughout the State by means of moderate interest rate loans. The ARLF offers several different loan types including short term operating loans for annual operating expenses such as seed and fertilizer, chattel loans to purchase equipment or livestock, farm development loans to purchase real property and construct non-residential improvements, as well as irrigation, product processing, and land clearing loans.

To qualify for a loan applicants must be Alaskan residents and involved in commercial agriculture. Commercial agriculture can be small scale such as farmers who sell directly from their property or at farmers markets to large scale producers who are able to distribute their products in stores. All ARLF loans require collateral which can be financed up to 75% of the loan to value ratio. Once an application has been submitted, it is received and reviewed by the ARLF loan officer who will process and prepare a report based off the application. The loan officer will provide feedback to the applicant for any additional or missing documentation to support their loan application. The report is then submitted to the Board of Agriculture and Conservation (BAC) for a lending decision. The BAC consists of 7 members including farmers from around the State and those with a financial and business background. As of March, 2017 the ARLF had approximately \$7.2 million in loans receivable and \$11.8 million in cash balance available for lending.



Western United States Agriculture Trade Association (WUSATA)

WUSATA helps food and agricultural companies gain new business overseas by developing opportunities for them. There is an increasing demand for U.S. food and agriculture products, including maricultural products. WUSATA seeks to connect agribusinesses to this growing world demand through their three main programs:

Export Education Program

- Market intelligence and consumer insight webinars
- Access to timely online market research covering products, imports, and exports across the globe
- Personalized one-on-one consultations

Global Connect Program

- Offers industry-wide food and agricultural trade activities at low-cost and discounted rates
- To be in the program, your company must...
 - Be a processor, packer, manufacturer, distributor/wholesaler or export trading company
 - Ensure that your company's product(s) are at least 50% U.S. agricultural origin by weight, excluding added water and packaging
 - Grown or harvested in U.S. waters

FundMatch® Program

- Qualifying companies can receive 50% reimbursement on eligible international marketing expenses, including
 - International Trade Shows
 - Translation Services
 - Label and Packaging Modifications
 - Approved International Trade Missions
 - Freight for Sample Shipments
 - Advertising
 - Fees for Promotional Services
 - In-Store Demonstrations and Displays
 - Promotional Giveaways
 - And more...

Average
Return on
Investment
(ROI)
142:1

Learn more and create a free online account at www.wusata.org. With an account, your company will gain access to webinar archives, trade leads, and a growing research library that includes market intelligence presentations, research and other educational material.

Role of Division of Agriculture:

The Division of Agriculture will soon be hiring a WUSATA intern, paid for by WUSATA, to focus on supporting Alaskan agriculture businesses that currently export internationally or are new to the world market. The intern will act as a liaison between Alaskan agribusinesses and WUSATA. Further internship activities will include recruiting for the WUSATA programs, research, education and outreach, marketing, and more. The Division of Agriculture is excited to hire for this internship and to better support exports of agriculture products.